

Southwest

AUGUST
1938

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CENTS

BUSINESS

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—Photos by Parker-Griffith

DALLAS... *Amusements Capital of the Southwest*

By R. J. O'Donnell, Chief Barker, Dallas Variety Club

How the Personal Finance Companies Lend a Helping Hand to Dallas Families



A MAN cannot buy courage with which to face the emergencies of life. But the personal finance companies render a service to individuals and families which has often maintained or renewed their morale and self-respect in such emergencies. For the average wage earner and his family, the modern personal finance company is a convenient, reliable source of cash credit. Here families who lack bankable security can get loans to pay their debts in full. They repay these loans in small monthly installments which take only a fraction of current income. Thus families keep their financial slates clean.

DALLAS personal finance companies have succeeded because their plan meets the needs of the average family. Small incomes are largely swallowed by every day expenses

and cannot create ample cash reserves. Unemployment, seasonal layoff, death and many other unpredictables quickly sweep away these slender reserves. Debts begin to pile up, soon become too large for current income. In such circumstances, a personal finance company loan gives the family the *gradual* way out of debt that it must have. The personal finance companies help responsible families to help themselves. In this way they do their part to provide courage for today, to maintain the general standard of living, and to prevent stagnation of this community's trade.

The firms listed below are representative, dependable firms. They are ready to serve you quickly, confidentially and at reasonable rates

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Acme Company

430 Wilson Building

Phone 7-2758

Co-Op Finance Company

511 Southwestern Life Building

Phone 7-9271

Dallas Cash Credit Co.

308-09 Wilson Building

Phone 2-8729

Gentry Finance Company

718 Allen Building

Phone 7-9056

Hall Credit Co.

2nd Floor Andrews Building

Phone 2-4361

Industrial Finance Co.

516 Gulf States Building

Phone 2-5459

Paulding Co.

204-06 Praetorian Building

Phone 2-4225

Peoples Loan Co.

207 Southwestern Life Building

Phone 2-9069

Personal Finance Co.

301 North Akard Street

Phone 7-8116

Personal Company

311 Southwestern Life Building

Phone 2-2177

State Loan Company

309 Andrews Building

Phone 2-3311

Terrell & Company

1016-17 Gulf States Building

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HOTEL LAMAR Meridian
HOTEL RIVIERA Biloxi
- NEBRASKA**
HOTEL PAXTON Omaha
- NEW MEXICO**
HOTEL CLOVIS Clovis
- OKLAHOMA**
OKLAHOMA BILTMORE Oklahoma City
HOTEL HUBER Muskogee
HOTEL BELMONT Okmulgee
HOTEL SAPULPA Sapulpa
HOTEL ALDRIDGE Wewoka
- TEXAS**
STEPHEN F. AUSTIN Austin
HOTEL SETTLES Big Spring
HOTEL BROWNWOOD Brownwood
HOTEL SOUTHERN Brownwood
HOTEL LAGUNA Cisco
HOTEL CLIFF TOWERS Dallas
HOTEL DONNA Donna
HOTEL CORTEZ El Paso
HOTEL TEXAS Fort Worth
HOTEL BUCCANEER Galveston
HOTEL JEAN LAFITTE Galveston
CORONADO COURTS Galveston
MIRAMAR COURT Galveston
HOTEL CAVALIER Galveston
HOTEL LUBBOCK Lubbock
HOTEL FALLS Marlin
HOTEL GHOLSON Ranger
HOTEL CACTUS San Angelo
ANGELES COURT San Antonio
- VIRGINIA**
HOTEL MOUNTAIN LAKE Mt. Lake



Southwest BUSINESS

Established 1922

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COMING EVENTS IN DALLAS

November

ELSA MAXWELL—Lecturer. November 3. (Town Hall.)
DALLAS SYMPHONY ORCHESTRA—November 10. Matinee, November 12. McFarlin.
PETER PAN—Barrie play presented by Clare Tree Major. November 19. (Town Hall Junior Theatre.)
WINSTON CHURCHILL—Lecturer. November 21. (Town Hall.)

December

LADY DRUMMOND HAY—Lecturer. December 6. (Town Hall.)
DALLAS SYMPHONY ORCHESTRA—December 8. Matinee, December 10. McFarlin.
ARGENTINITA—Dancer. December 20. McFarlin. (Civic Music.)
LITTLE PRINCESS—Burnett play presented by Clare Tree Major. December 31. (Town Hall Junior Theatre.)

January, 1939

BENIAMINO GIGLI—Tenor. January 3. McFarlin. (Civic Music.)
DALLAS SYMPHONY ORCHESTRA—Ruth Slen-
czynski, pianist, soloist. January 12. Matinee, January 14. McFarlin.
HECTOR BOLITHO—Lecturer. January 19. (Town Hall.)
BALLET RUSSE—January 20, 21. (Mrs. John F. Lyons.)

(Compiled by the Dallas Morning News amusements department)

February

STEFAN ZWEIG—Lecturer. February 2 (Town Hall.)
DALLAS SYMPHONY ORCHESTRA—Guila Bus-
tabo, violinist, soloist. February 9. Matinee, February 11. McFarlin.
KING OF THE GOLDEN RIVER—Ruskin play pre-
sented by Clare Tree Major. (Town Hall Junior Theatre.) February 11.
NELSON EDDY—Baritone. February 17. (Mrs. John F. Lyons.)
HARRISON FORMAN—Lecturer. February 23. (Town Hall.)

March

ARTHUR RUBINSTEIN—Pianist. March 7. McFarlin. (Civic Music.)
DALLAS SYMPHONY ORCHESTRA—March 11. Matinee, March 13. McFarlin.
MARIAN ANDERSON—Contralto. March 21. McFarlin. (Civic Music.)
CHANNING POLLOCK—Lecturer. March 23. (Town Hall.)

April

BUSCH-SERKIN—Violin-piano. April 4, McFarlin. (Civic Music.)
DALLAS SYMPHONY ORCHESTRA—April 13. Matinee, April 15. McFarlin.

May

EZIO PINZA—Basso, May 2. McFarlin. (Civic Music.)

SOUTHERN METHODIST UNIVERSITY FOOTBALL SCHEDULE

DALLAS GAMES

September—24 North Texas State Teachers College vs. S. M. U.
October 1—University of Arizona vs. S. M. U.

November 5—Texas A. & M. College vs. S. M. U.
November 12—University of Arkansas vs. S. M. U.
November 26—Texas Christian University vs. S. M. U.

STATE FAIR OF TEXAS FOOTBALL SCHEDULE

COTTON BOWL

October 8—University of Oklahoma vs. University of Texas (afternoon)
Adamson High School vs. Technical High School (night)
October 11—Forest High School vs. Wilson High School
October 14—Forest High School vs. St. Joseph's (afternoon)
Adamson High School vs. North Dallas High School (night)

October 17—Wiley College vs. Prairie View Normal (10 a. m.)
Booker T. Washington vs. Fort Worth Negro High School (afternoon)
October 17—Booker T. Washington vs. Fort Worth Negro High School (10 a. m.)
Wiley College vs. Prairie View Normal (afternoon)
Kentucky State vs. Texas College (night)
October 21—Forest High School vs. Sunset High School
October 22—Technical High School vs. Woodrow Wilson High School

(For the complete Southwest Conference football schedule, and for the complete schedule of high school football games to be played in Dallas, see the September issue of Southwest Business.)

DANCING

Adolphus Century Room, Baker Mural Room—"big name" dance orchestras.

STAGE

The season's schedules for the Dallas Little Theatre and the Civic Theatre will be published in an early issue of Southwest Business.

NIGHT CLUBS

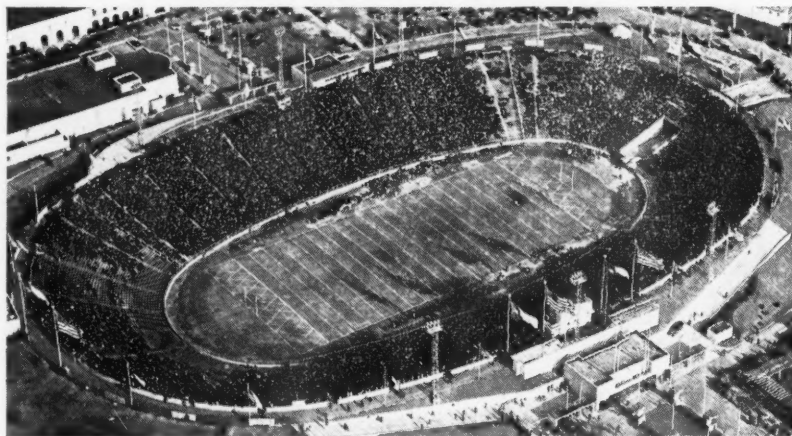
Chez Maurice, El Tivoli, Log Cabin, Sky Harbor, Sylvan Club, Villa Rosa, Club Lido.

Southwest BUSINESS

VOLUME 17

AUGUST, 1938

Number 8



—Lloyd Long photo

The famous Cotton Bowl is an important factor in Dallas' success as an amusements center.

WHEN the Southwest wants to get into a festive mood and feels the urge of entertainment and amusement it looks upon Dallas.

Dallas is indeed the amusement center of the territory known as the Southwest.

This honor rightly belongs to Dallas. Theatrical and sporting entertainment abounds here. During the past few years Dallas has forged forward in athletics, and now annually the famed Cotton Bowl draws upwards of 30,000 football fans to the city on New Year's Day. High school athletics, too, contribute their share in making Dallas the amusement point of the Southwest.

Here in Dallas are theaters that run the gamut of building and entertainment possibilities, making this city one of the outstanding theatrical headquarters of the United States.

In addition to these theaters in Dallas, where one may see all the motion pictures produced, as well as outstanding stage stars, operatic productions and orchestras, the metropolis of the Southwest also houses headquarters for a varied group of theatrical organizations and exchanges and headquarters of a score of motion picture producers.

The importance of Dallas as an amuse-

ment center is best evidenced by the fact that the Dallas Variety Club, composed of theatermen and men associated with the amusement business, is outstanding among the 18 tents (chapters) of the

By

R. J. O'Donnell

**Chief Barker, Variety Club
Tent No. 17**

National Variety Clubs. Its charity work includes the operation of the surgical clinic of the Freeman Memorial Clinic in Dallas. In addition to supporting this department of a world-famed clinic, the club recently built a wing to the hospital at a cost of more than \$20,000.

For four generations the people of the Southwest have come to Dallas for fun, year-round sports, opera, movies, symphony concerts, legitimate drama, vaudeville, lectures, concerts by famous artists; night life to suit every taste.

Karl Hoblitzelle, president of the Interstate Circuit, Inc., and prominent in civic affairs of Dallas, pioneered amusements in the Southwest and makes Dallas his headquarters. From this office more than 100 theaters are given operation direction. It was Mr. Hoblitzelle who first brought regular stage entertainment to Dallas and the Southwest. It was the same organization that pioneered in bringing to this city and the surrounding territory all the stars of the dramatic, operatic, vaudeville and musical realm.

The annual opera season as staged at the Majestic Theater here has become a household word in the Southwest. A three or four day season each year has resulted in added impetus to business of Dallas' merchants and industries.

In addition to the Interstate Circuit, Dallas also houses headquarters for the Texas Consolidated Theaters, Robb and Rowley, Jefferson Amusement Co., Affiliated Theaters, R. E. Griffith Theaters and Independent Theaters, Inc. From these of-

(Continued on Page 17)

Amusements Capital of the SOUTHWEST

PROBABLY one of the most significant movements in the United States today destined to have a favorable effect upon agriculture is that of Farm Chemistry. Its aim is to provide new sources of income for farmers from sale of agricultural raw materials to industries. Since many of those raw materials are imported from abroad there might be employment for millions of acres of land now standing idle.

Especially applicable is the chemurgic movement to Texas and the South because of the wide variety of farm products which the region may produce annually from cotton, corn, grain sorghums, rice and pines to cattle, hides, wool, mohair, sulphur, natural gas, petroleum, lignite and limestone. All these might well be integrated in a comprehensive Chemurgic program which will revolutionize Texas agriculture and balance its rural economy with new industries.

Industrial Era

Just as the past development of the state has been characterized largely by the growth of agriculture and stock raising, the next century will concern itself greatly with industry and manufacture. That does not mean agriculture and livestock will fall into decay. On the contrary, they can be greatly aided by wise planning which will encourage needed industries based upon the logical use of the products of farm, ranch, orchard and forest.

The time is here for a realignment of all factors which bear upon the commerce of Texas whether at home or abroad. Economic forces set loose by the World War

have reshaped international relations and embody a challenge for a broader approach to national and state planning.

No state in the Union has more to offer in the field of research than has Texas. It is America's greatest agricultural state, leading all others.

Texas ranks first in production of cotton, with a ten-year average of 4,600,000 bales a year.

It is first in the production of grain sorghums with an average of 60,000,000 bushels. It is also first in number of cattle, totaling 7,000,000 head; first in sheep with 10,000,000 head; first in wool with 70,000,000 pounds; first in Angora goats with 4,000,000 head and a mohair clip of 15,000,000 pounds.

Texas leads the nation in production of petroleum, 510,000,000 barrels in 1937, and natural gas (700,000,000,000 cubic feet); and in deposits of lignite, estimated at 23,000,000,000 tons, thus insuring the lowest cost fuels which industries may require.

Texas also ranks first in sulphur production and has the largest known beds of this mineral of any state in the nation. Adjacent to the sulphur beds are vast salt deposits, enormous stands of pine and hardwood timber, estimated by the federal government at 80,000,000 cords ready for paper-making. All these important raw materials are in close proximity

to cheap petroleum, gasoline and natural gas, as well as close to the Gulf of Mexico, which insures low-cost water transportation for finished products.

In spite of its splendid geographic location on the Gulf, Texas can not escape from effects of curtailed world trade of the United States as a whole. Disrupted channels of commerce due to steadily growing nationalism abroad, debased currencies and lack of gold with which to purchase American goods, growth of barter among nations in order to obtain raw materials in exchange for manufactured articles and last, but not least, high tariff policies, have played havoc with exports of Texas raw materials, notably cotton.

Loss in the last four years of approximately \$420,000,000 worth of outlets for the principal Texas crop may be traced to the steady and alarming expansion of cotton culture in the competing nations from India and Egypt to Brazil, Russia, Argentina, Persia, Turkey and Uganda. The annual export of some 4,000,000 bales of cotton from Texas ports has been reduced to nearly one-half the former total.

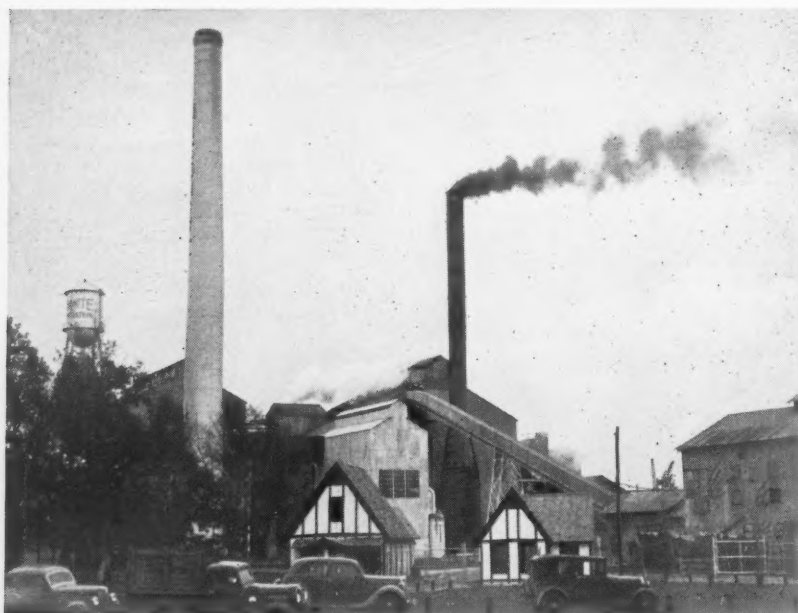
Foreign Markets Lost

Similarly, Texas throughout the years has lost foreign markets for its surplus wheat, cattle, lumber and grain sorghums. The marvelous efficiency of foreign agriculture stimulated by the direct economic and social necessity in history, is likely to result in continued and possibly permanent loss for a considerable portion of our Texas surplus farm products.

It is, therefore, of prime importance for Texas people, as a whole, to look soberly at their problem and adapt themselves to steadily changing world conditions.

Agricultural retrenchment from a surplus economy to one measured in terms of the domestic market necessitates far-reaching readjustments. In order to supply the deficiency of the Texas agricultural gross income our farmers might be tempted to compete with the Corn Belt and the Middle West in the production of basic food products in which those areas have had a virtual monopoly.

Texas Has an Aladdin



Huge Masonite Corporation Plant at Laurel, Mississippi, where young pine trees are converted into wallboard and plastics worth millions of dollars annually

By Victor Shoup

Agricultural Editor Dallas

addin's Lamp

In spite of this period of unrest which characterizes rural America at the present time and which has manifested itself to a large degree in Texas, it is logical to assume that a solution will be found in a closer union between agriculture and industry which will assure producers on the farm an enlarged market at home.

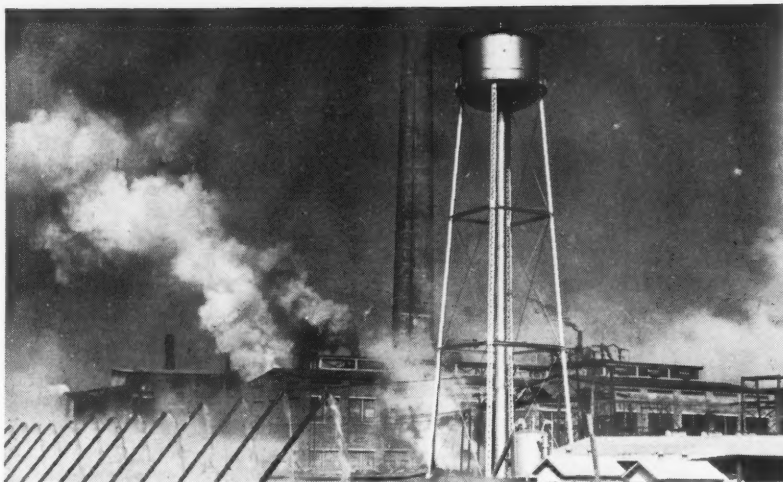
Texas is marvelously equipped for mass production of raw materials. Its vast, level prairies and plains, whose fertility can be restored and maintained by proper farming methods, are admirably adapted to mechanized farming of a kind not to be found elsewhere except in limited areas.

Texas Advantages

Low cost production of cotton, wheat and other grains, sweet potatoes and other sources of sugar and starch, of cattle, sheep and goats and their products, of pines and hardwood, of petroleum and natural gas, lignite and other cheap fuels, gives Texas an advantage over higher-cost states which alone should attract industries. Texas ideally fits into a program of steadily increasing domestic manufacture based upon agricultural raw materials.

One of the phenomena of the depression is the expansion of the chemical industry of the United States. There have come into existence almost overnight plastic products which were scarcely hinted at twenty years ago, products which represent chemical and physical combinations of such agricultural raw materials as cellulose, protein, casein, starch and resins, that may change the industrial outlook of the United States and of the world.

Raw materials consumed by this new plastics industry last year reached a total of \$100,000,000, its output three times that sum. Cellulose and resins from pine and hardwood forests, alcohol and acetic acid from sugar cane and other crops, protein from the soybean and cottonseed, solvents from crop wastes, casein from milk and other derivatives eagerly sought by industries, all offer the Texas farmer an opportunity to recover lost income and lay the foundations of interrelated basic industries which will give new impetus to



General view of Southern Advance Bag & Paper Company's kraft plant at Hodge, Louisiana, which gives employment to thousands of workers in the mill and in the surrounding pine forests

the development of Texas in the field of manufacture in keeping with the demands of a changing world.

In short, Texas to a large degree can avail itself of this new chance if it acts promptly. Many states in what is known as the Deep South have acted and today point to new industries which utilize the cellulose of pine forests to make kraft paper of every variety and, perhaps, newsprint and ultimately may attract that Northern industry to the Gulf region. Other Southern industries are using the sweet potato to make starch which the United States annually imports 300,000,000 pounds, still others recover turpentine, resin and pine oil from millions of acres of cut-over-land pine stumps.

Decentralization Trend

Texas needs research devoted to cotton and many other farm products. The East and North are centers of vast chemical and attendant industries which need not necessarily be confined to those regions in the coming years. Decentralization of industry already is on the way. In recent years \$300,000,000 have been invested in chemical and related industries in the Old South and only a minor portion in Texas. Trend of the chemical industry is toward the South because of the wide range of raw materials awaiting development, the lower production cost, the homogeneous supply of Anglo-American labor, the advantage of mild climate and improved housing and general living conditions.

The chemical processing industries of the United States last year consumed more than four billion dollars worth of raw materials of which three billions were from mines, nearly one billion from the farm and \$300,000,000 from forests. This is merely the beginning of a new day for American agriculture. Why?

reproduce themselves annually not diminish steadily as may petroleum.

Because the drift logically must be in the direction of raw materials which will

Cellulose, starch, protein and other industrial raw materials can be grown on the farm either as annual crops or over a period of production fitting into a supervised farming program which should be profitable and give farmers an assured outlet for raw materials consumed by industries.

In Germany an entirely new industrial economy is being based upon products of the forest. The lowly pine and spruce are made to yield cellulose for the textile and paper industries, sugar and cattle feed, lignin, resins, alcohol and acetic acid, upon which a whole series of chemical industries is founded. German scientists look upon the forest as living coal fields, containing all or more of the products of the fossilized forests or coal measures.

Hard-pressed European nations have found that they can produce synthetic wool from waste skim milk as Italy is doing thus replacing former imports of Australian and New Zealand wool. Germany and Italy are leaders in the production of artificial fibers from pines and beech serving their textile industries in place of both cotton and wool. The field of substitutes is ever widening because of research.

The trend in Texas is now definitely towards new industries using the State's varied raw materials. As examples may be cited the \$5,000,000 pulp mill of the Champion Paper and Fibre Company at Houston, using East Texas loblolly pines and Gulf Coast salt and sulphur as conversion agents, also, the \$5,000,000 plant of the Southern Alkali Corporation at

(Continued on Page 34)

Shoffelmayer

Editor Dallas Morning News



The State Fair's Castle of Foods.

INTERESTED in new ideas about food? If so, members of the management committee of the Food Industries Committee are working in your behalf. The committee will create and present the fascinating and colorful Castle of Foods at the Golden Jubilee celebration of the State Fair of Texas, October 8-23.

The eleven men who compose the management committee have been standing on their heads, so to speak, and looking at the old-time ideas of food exhibitions with blood in their eyes. They have ideas more dynamic and interesting than the static and dull groceries-on-shelves designs of the past. They are thinking of food in terms of light and color, of romance and movement, and of education and entertainment. They will tell the modern story of food for the million and a half Fair visitors of the current season.

The Food Industries Committee consists

of members scattered all over the state of Texas to form a statewide body of foods business and promotional experts. The management group was selected from the larger body.

Two energetic and experienced men are at the head of the management group. Granville W. Moore, prominent trades

counselor, is chairman of the executive committee of fifty-one members from which the group was selected. Rex. V. Lentz, publisher of the *Restaurateur and Caterer* and formerly promotion director of the Texas Centennial Exposition and assistant director general of the Pan

American Exposition, is managing director.

With them are associated nine well known business men connected with leading food interests of Texas. All members of the management group live in Dallas. Those in the organization besides Mr. Moore and Mr. Lentz are: Eugene Alexander, Brown Cracker and Candy Co.; P. M. Brinker, Brinker Grocery; W. M. Clark, Clark and Johnson; J. A. Flemister, Hunt Grocery Co.; Jake Golman, Oak Cliff Baking Co.; George Rozelle, Waples-Platter Co.; Al Staples, Safeway Stores of Texas; King Taylor, Oliver Taylor Brokerage Co.; Earle Wyatt, Wyatt Food Stores.

Chosen because of their intense interest in doing something distinctive, and living in Dallas where they will be able to devote a major portion of their time and energy from now until the closing day of the Fair to the Castle of Foods, these men recognize that there is a big opportunity to make the foods building at the Fair the most important and marvelous thing of its kind ever presented in the history of expositions.

Most significantly, the food people

Castle of Foods

have the building and program of operation in their own hands. They will have entire charge of the building and everything connected with it. The Fair Association has turned it over to them completely. Also, no other food exhibits and programs can be presented elsewhere on the grounds. Thus, everything connected with foods will be under one roof, involved in one mammoth project, with no interference or red tape to hamper the

(Continued on Page 29)

Members of the management committee meet at luncheon to discuss plans for the Castle of Foods at the Golden Jubilee celebration of the State Fair of Texas. They are, left to right: Rex V. Lentz, W. M. Clark, Earle Wyatt, J. A. Flemister, P. M. Brinker, George Rozelle, George Wiley, Jake Golman, Granville W. Moore. Members of the committee not shown in the picture are Eugene Alexander, King Taylor and Al Staples.



Field Warehousing

TEN years ago the term "field warehousing" was familiar to perhaps one business man in a thousand; today it is frequently in the headlines. And small wonder that newspapers and business periodicals are commenting on its rapid expansion—since for each field warehousing "operation" in existence in 1928, there are today upwards of 170.

Strangely enough, field warehousing normally has little to do with either fields or warehouses. It is simply a means whereby a manufacturer, processor or wholesaler can "unfreeze" a large proportion of the capital tied up in his inventory, *without* moving the latter from its customary place in his premises, and *without* interruption of his normal business activities.

Simplifies Financing

The simplest way to understand field warehousing is to consider its origin. For a great many years, bankers have given favorable consideration to borrowers who "secured" their loans by tendering to the banker acceptable warehouse receipts. For instance, a dealer in some staple commodity might see an opportunity to make a favorable purchase in excess of his regular buying schedule. He might easily finance the deal by arranging to have the goods delivered to a bona fide and reputable public warehouseman, and then depositing the warehouse receipts with its banker.

The latter, after satisfying himself as to the soundness of the collateral, was free to make a loan which might be greatly in excess of what he could even consider on a straight "open line" credit. Furthermore, knowing that loans thus secured entailed a smaller risk of loss than unsecured loans, bankers often encouraged them by charging less than their customary interest rates.

But obviously, there are *many* inventories which, for any one of a hundred reasons, it is not economic, or perhaps not even possible, to transport to, and deposit in, a regular storage warehouse. And right here is where "field warehousing" enters the picture—for it is nothing more or less

If the inventory can't be brought to the warehouse, it's now possible to bring the warehouse to the inventory

than the bringing, by a bona fide public warehouseman, of the *legal status* of the public warehouse to those inventories which it is not convenient to bring to the warehouse.

For example, an inventory that is very bulky—heavy metals, lumber, coal—could not economically be housed in a regular storage warehouse. Some inventories need daily or hourly care—such as pickles in process—hence must remain at the place of processing. A wholesale grocer, for reasons of accessibility as well as economy, wants his constantly turning inventory on his own premises. Cannerymen of fruits and vegetables can almost always operate with much greater economy and convenience if their product need not be transported to a public warehouse—often remote from the scene of their operations.

But the list of products and materials for which field warehousing is being profitably used is almost endless.

The most surprising thing about field warehousing, to the layman, is its tremendous flexibility. To begin with, the specialist in field warehousing, thoroughly experienced in such operations, can perform his service with much less "red tape" and at considerably lower cost than most laymen anticipate. Secondly, while it is true that not every inventory is "bankable," there is many a processor, wholesaler or manufacturer searching for additional working capital, who, if he but knew it, has the best sort of collateral, right on his own premises.

A typical case is the following: One of America's thousands of small manufacturers—let's call him Elmer Smith—has built up a nice business from "scratch."

The gadget he manufactures is a good one, and sales are on the up. But Elmer can't help dreaming about a better day—a day when he can *discount* every bill; when he can get *quantity prices* by buying in reasonable amounts, instead of following his present hand-to-mouth practice; when he can win out on orders that he is now losing—and losing simply because he can't finance a reasonable inventory, both of unfabricated materials and made-up gadgets. In short, Elmer is dreaming of the day when he can run his business the way he *knows* it *should* be run. He knows the value—what successful manufacturer doesn't?—of discounts, quantity prices, uninterrupted production. He knows, finally, that his banker believes in him—thinks he's going places if he once gets "enough ahead" to operate properly. But for the present, his banker has—and properly—set his "open line" credit at a figure in line with his capital structure.

Field warehousing may very well be the answer to Elmer's problem.

Great Flexibility

Not all users of field warehousing are, however, "small." Indeed, an equally typical case is the following: The X Company has splendid credit—a fine record—capable management. They haven't missed a discount in years. But expanding business plus the availability of an improved new type of production machinery convinces them of the wisdom of enlarging and modernizing their plant. Several methods of financing are doubtless available—often collateralization of inventory proves the most satisfactory.

Obviously, the application of field warehousing is not limited to the inventories of manufacturers.

In any field warehousing operation, the responsibility, character, experience and integrity of the warehouseman are of primary importance. Naturally, the banker insists upon a full measure of these qualities—the borrower should be equally alert to their importance. A warehouseman who is rich in experience can often suggest a solution to problems—a little different application of the formula—that goes a long way toward making field warehousing a practical and smoothly operating basis for a financing arrangement, profitable both to the borrower and to the banker.

By Walter J. Horvath

(EDITOR'S NOTE: Mr. Horvath is regional manager of the New York Terminal Warehouse Company, Division of the Terminal Warehouse Company, one of the pioneers in field warehousing. From his headquarters in Dallas he supervises the company's operations throughout the Southwest.)

WHILE it is not a thing that can be measured with any degree of accuracy, it is felt by many that Dallas' participation in the National Salesmen's Crusade has materially benefited Dallas and the immediate area. In a report obtained from A. G. Irwin, manager of the Dallas office of the Texas State Employment Service, it is brought out that job placements in private industry in Dallas from July 1 to July 23, this year totaled 1,666 as compared with a total of 838 placements made during the period July 1 to July 24 last year. This represents a gain in placements of 39 per cent for Dallas. Ben Smith, chairman of the Dallas committee for cooperation with the National Salesmen's Crusade, has been able to point out many specific instances of improvement directly traceable to the activity resulting from this campaign.

The report on retail sales of independent stores in Texas for June, prepared by the Bureau of Business Research of the University of Texas in cooperation with the U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce, shows that retail trade in Texas was down 11.6 per cent as compared with June of last year, and down only 7.9 per cent from the previous month. Last year the decline from May to June in Texas was 10.5 per cent.

June Sales Decrease

Total sales of fifty-five Dallas retail stores were down 8.4 per cent in June compared with June of last year. This was a better showing than the state average and also a better showing than all of the stores combined in the cities of 100,000 population and over, which decreased 9.9 per cent. Houston had a decrease of 4.8 per cent compared with June of last year, and was the only city having a population of more than 100,000 in Texas or Oklahoma that made a better showing than Dallas in comparison with a year ago. The only cities for which separate information is given where increases were registered in June as compared with June a year ago are Childress, Brownwood, Cleburne, Commerce, Bryan, Austin, and Cuero. The largest June increase over the same month of last year was registered by Brownwood with 12.6 per cent, while the largest decreases were registered by Plainview with 37.7 per cent and Harlingen with 37.5 per cent.

Oklahoma retail sales in June also continued to hold up well in comparison with other parts of the country. The decrease was 12.8 per cent in June compared with the same month of last year. Arkansas, another Gulf Southwest state, registered a decrease of 12.1 per cent. The Bureau of Business Research of Louisiana State University reported June sales in Louisiana department stores as being 8.7 per cent below May and only 1.4 per cent below June

Southwest Business in Review

of last year. A year ago June sales decreased 11.5 per cent from May. For the first six months of 1938 department store sales were 1.2 per cent below the same period during 1937.

Filling Stations Gain

Fourteen department stores reporting to the Dallas Federal Reserve Bank on current sales brought out the following information: For the week ending July 23, in comparison with the same week of last year, six Dallas department stores registered a decrease of 5.5 per cent; three stores in Houston showed an increase of 6.9 per cent; five stores in Fort Worth, San Antonio, and El Paso showed a decrease of 7.3 per cent; and all of these stores combined showed a decrease of 3.7 per cent. In comparison with the previous week Dallas stores decreased 3.0 per cent; Houston decreased 7.3 per cent; the other cities decreased 12.2 per cent; and the decrease of all of the stores combined was 7.1 per cent. For the four weeks ending July 23 as compared with the same four weeks of last year, the Dallas stores decreased only 3.1 per cent. However, the Houston stores showed an increase of 0.7 per cent. The stores in the other cities showed a decrease of 4.1 per cent, and all of the stores combined registered a decrease of 2.6 per cent.

Seventy-three department stores in Texas showed a decrease of 4 per cent in June as compared with the same month of last year. Shoe stores, filling stations, general merchandise stores, and florists all registered increases. The best increase was registered by filling stations—7.1 per cent.

For the week ending July 2, better than half the Dallas stores reporting showed gains over the same week of the previous year. The range was from a decrease of 24.6 per cent to an increase of 23.3 per cent. For the week ending July 9 almost half of these retail stores registered gains over the same week of last year, the complete range being from a decrease of 30.5

per cent to an increase of 37.4 per cent. It was brought out that for the most part current inventories of the reporting retail stores were down as compared with the same period of last year. In a few instances, however, the inventories were reported as about the same or up slightly. The inventory condition reported ranged from 20 per cent decrease to a 10 per cent increase. Some of the decreases, however, were reported due to lower prices prevailing currently as compared with last year. For the week ending July 16, better than one-third of these stores registered gains over the same week of the previous year. The complete range was from a decrease of 21 per cent to an increase of 66.0 per cent. For the week ending July 23 better than two-thirds of this group of stores registered decreases as compared with the same week of the previous year. The complete range was from a decrease of 23.9 per cent to an increase of 11 per cent.

The Bureau of Business Research reports that creamery plants, cheese factories, and ice cream plants in Texas in June have shown a production 18.3 per cent below the preceding month but 13.5 per cent above the corresponding month of last year. June cheese production was up 35.6 per cent over June of last year.

Crop Outlook Good

Early July reports from the Bureau of Agricultural Economics indicate a wheat production for Oklahoma slightly under 59,000,000 bushels as compared with the estimate of 72,400,000 bushels made the previous month, and 65,462,000 bushels produced during the past year. This, however, is better than the ten-year average of 44,015,000 bushels. Oklahoma cotton acreage in cultivation at the beginning of July was estimated at 23 per cent below the 1937 acreage. Texas cotton acreage was reported at 78 per cent of that of last year and 68 per cent of the average for the ten-year period. It is further reported that this is the smallest acreage planted to cotton in Texas since 1908. Early July reports of the Bureau of Agricultural Economics indicate increased acreage in Texas of the important feed crops. The indicated production of wheat, however, is below the production of last year.

Improved range conditions and prospects for summer grazing occurred during June in dry sections of Northwest and West Texas, according to the Bureau of Agricultural Economics. The early July condition of ranges of cattle was 85 per cent normal, compared with 77 per cent

(Continued on Page 24)

By Harold M. Young

District Manager, Bureau of Foreign and Domestic Commerce,
U. S. Department of Commerce, Dallas

Graphic Review of Dallas Business

Business Indices, June, 1938, compared with June, 1937

AIR MAIL POUNDAGE			POSTAL RECEIPTS		
1938	42,911	+ 9.9%	1938	\$346,648	- 0.2%
1937	39,014		1937	\$347,277	
NUMBER OF BUILDING PERMITS			BUILDING PERMITS		
1938	673	+ 38.7%	1938	\$958,113	+ 5.5%
1937	485		1937	\$908,468	
BANK CLEARINGS			TELEPHONES		
1938	\$198,812,800	- 9.5%	1938	86,935	+ 4.5%
1937	\$219,737,400		1937	83,188	
BANK DEBITS			ELECTRIC METERS		
1938	\$227,403,000	- 6.2%	1938	80,810	+ 3.6%
1937	\$242,306,000		1937	77,968	
STREET RAILWAY PASSENGERS			GAS METERS		
1938	4,957,229	- 2.1%	1938	76,787	+ 3.7%
1937	5,063,778		1937	74,044	
INDUSTRIAL CONSUMPTION OF NATURAL GAS			WATER METERS		
1938	349,504.6 C. F.	+ 1.2%	1938	72,748	+ 3.6%
1937	345,214.8 C. F.		1937	70,188	
INDUSTRIAL CONSUMPTION OF ELECTRIC POWER			NEW CAR REGISTRATIONS		
1938	3,668,261	+ 2.7%	1938	946	- 34.2%
1937	3,572,393		1937	1,439	

Dallas Business

July brings forty-eight new concerns—including six manufacturers, five wholesalers, thirteen retail firms, and five oil companies

FORTY-EIGHT new concerns located in Dallas during July, including six manufacturers, five wholesale concerns, thirteen retail establishments, five oil companies and nineteen classified as miscellaneous. Among the new firms were the following:

Manufacturing:

Buckner Blind Company, 2821 Hickory Street. Venetian blinds.

Hay-No Laboratories, Inc., 308 South Harwood Street. Pharmaceuticals.

Lorenz Wood Carving Company, 3201 Oak Grove. Architectural wood carvings, ornamental plaster, models for stone carving, patterns for metal castings, furniture carvings, etc. Moved to Dallas from Oklahoma City.

Marbrook Manufacturing Company, Wholesale Merchants Building. Ladies' ready-to-wear.

W & W Pickle & Canning Company, Noyes Street, Love Field. Pickles. Home office, Montgomery, Alabama.

Leslie Young Baking Company, 1027 South Beckley Avenue. Cakes.

Wholesale:

Electric Appliances, Inc., 2125 Commerce Street. Refrigerators.

Franklin & West Poultry Company, 409 South Pearl Street. Wholesale poultry.

The Hafer Company, 707 South Ervay Street. Manufacturers' agents.

Reginald Markham, 1017 Santa Fe Building. Importer of high grade novelties and merchandise. Moved to Dallas from Los Angeles.

Sack Amusement Enterprises, Film Exchange Building. Motion picture film distributors.

Watson Produce & Lumber Co., 615 South Preston Street. Wholesale produce.

Petroleum:

General American Gasoline Company, Republic Bank Building. New company organized by J. W. Gilliland, A. H. Meadows and M. E. Wilson.

C. L. Anderson, 1510 Dallas National Bank Building. Oil producer.

Maredela Oil Corporation, Gulf States Building. Delaware corporation with headquarters in Dallas, Henry A. Roach, Texas agent.

R. H. McBride, 309 Southwestern Life Building. Oil producer.

Republic Natural Gas Company, 1505 Federal Street. Oil and gas producers. General offices moved to Dallas from Corpus Christi.

Miscellaneous:

American Indemnity Company, 1112 Kirby Building. Insurance. Home office, Galveston, Texas.

Morris A. Berns, 1420 1/2 Wood Street. Advertising.

H. Elliott Bredow, 2200 Cedar Springs Road. Architect.

Drainage Construction Company, 3015 Main Street. Contractors.

Investment Securities Service, 717 Kirby Building. Investments.

Jopling & Company, 508 North Haskell Avenue. Contractors.

E. C. Lindsay, 706 Fidelity Building. General contractor.

Merchants' Information & Collection Agency, 401 Gulf States Building. District office. Home office, Boston, Mass.

H. F. Pettigrew, 506 Construction Building. Architect.

B. H. Richards & Co., 705 Dallas Bank Building. Investments.

Worsham & Williams, 906 1/2 Main Street. Loans.

THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938	1937	1937						1938				
	June	June	July	August	September	October	November	December	January	February	March	April	May
Bank debits (dollars, in thousands)	227,403	242,306	252,917	240,233	260,084	269,893	246,902	293,829	256,064	219,181	248,997	231,231	212,808
Bank clearings (dollars in thousands)	198,913	219,737	225,697	216,017	251,516	251,045	227,286	238,805	215,980	186,541	220,733	201,878	185,827
Building permits (dollars)	958,113	908,468	837,573	644,848	828,358	859,214	895,951	877,316	965,643	752,929	996,338	1,186,742	1,134,065
Motor vehicles (new registrations)	946	1,436	1,352	1,177	1,069	1,218	1,018	1,065	965	943	1,228	993	874
Electric meters	80,810	77,968	77,959	78,786	79,314	79,617	79,661	79,815	79,763	79,964	80,235	80,522	80,813
Telephones	86,635	83,188	83,194	83,557	84,465	85,020	85,304	85,634	86,059	86,331	86,697	86,730	87,202
Gas meters	76,787	74,044	74,186	74,450	74,839	75,516	75,997	76,267	75,950	76,350	76,524	76,731	76,692
Water meters	72,748	70,188	70,450	70,695	70,902	71,136	71,269	71,413	71,528	71,560	71,939	72,184	72,495
Postal receipts (dollars)	346,648	347,277	332,664	303,273	368,511	398,231	371,611	481,862	331,074	312,817	270,366	354,304	341,240
Industrial power consumption (in kilowatt hours)	3,668,261	3,572,393	4,253,245	4,241,819	4,330,163	3,948,160	3,291,514	2,913,340	2,863,271	2,800,015	2,795,540	2,979,943	3,026,839
Industrial gas consumption (in thousands of cubic feet)	349,504.6	345,214.8	336,131.2	368,335.8	364,380.0	388,933.2	476,334.2	541,584.4	512,710.0	444,825.6	381,250.2	365,432.0	320,029.8
Street cars and bus traffic (passengers)	4,957,229	5,063,778	4,991,205	4,790,361	5,069,884	5,439,784	4,891,452	5,037,650	4,028,764	4,020,917	5,278,917	5,299,389	5,338,423

Fair to Honor Builders

Unveiling of monument will also "acknowledge debt of gratitude" to the Texas Press on opening day of Golden Jubilee celebration.

"TO perpetuate the memory of the Builders of the State Fair of Texas," is the inscription on the monument which will be unveiled on opening day of the Golden Jubilee Celebration of the State Fair of Texas, Saturday, Oct. 8. On a tablet which will form a part of the monument will be the inscription "Acknowledging a debt of gratitude to the Press of Texas."

On the main tablet will be the official seal of the State Fair of Texas while on the tablet will be the seal of the Texas Press Association.

The monument will be cast of the finest sand and ground granite. The granite will be of Texas quality. The figure will be a woman and will stand eight feet tall on a base six feet in height.

Newspapers of Texas will be asked to contribute a front page to be enclosed in a chest which will be sealed into the base of the statue, over which the tablet of gratitude will be sealed. Lowry Martin of the *Corsicana Sun* has been named chairman of a committee which will have charge of these ceremonies and is now preparing a letter which will go out to every newspaper in Texas asking that they send in a front page of their paper, on which will be published a story on their community. These will be placed in the chest, the chest will be locked and sealed into the base. The key to the chest will be turned over to the president of the Texas Press Association, H. Deskins Wells of the *Wellington Leader*, who will be custodian of the key until a later date, at which time he will turn it over to his successor. The key will remain in the custody of the Texas Press Association for 50 years, at which time the chest will be removed from the base of the monument and opened.

Two programs will constitute the unveiling ceremonies. The memorial to the founders will first be unveiled and follow-

ing this the program will be turned over to Chairman Martin and his committee and the newspapers of Texas, the part they have had in the building of the State Fair of Texas during these first 50 years will be eulogized. Both programs are to be snappy.

All survivors of the founders of the State Fair of Texas will be invited to participate in the program.



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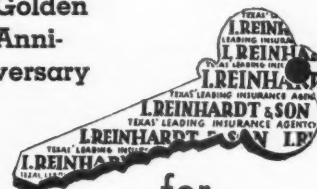
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Southwest BUSINESS Salutes Life Underwriters

Realizing, perhaps more fully than the average business man, the important place Dallas occupies in the insurance world... as the fourth, and possibly the third, largest insurance center in the United States, SOUTHWEST BUSINESS is happy to salute a number of Dallas Life Underwriters who are among those leading the parade of these most useful citizens and to quote for several months the tributes paid these and their fellow workers by a number of prominent men and institutions.

There are many people today who criticize the development of salesmanship in the United States, but I am convinced that it is one of the most important features in the expansion of American industry. In no field has it been more essential than in life insurance, and particularly during the depression it has been the personal advice and selling ability of the life insurance agent which convinced people of the necessity of thrift to protect themselves and their families.

I believe that the life insurance agency system is the real reason for the continuation of thrift and individual self-reliance in the life insurance field when it has been almost abandoned in every other. We owe a debt of gratitude to the agents for their work. Bravely, untiringly, and constantly these agents convince us we should do our duty to our families in protecting them.

It is necessary, I believe, to provide old-age pensions and other social security measures, but we must realize that after all these are only a form of relief, necessary because our economic system has not functioned successfully to provide a livelihood for all.

The real American ideal is opportunity for all to save and make provision for their old age and for their family. The institution which assists more than any other in carrying out that ideal is life insurance. That institution and its growth for the benefit of the United States depends on the agent.

I gladly salute you—life insurance agent!

—ROBERT A. TAFT,
Former Speaker of the Ohio
House of Representatives.

STARS that SHINE in the Dallas INSURANCE SKY!

Leading Life Underwriters for July



NEAL GIBSON
Dist. Mgr.
Jefferson Standard
Life Ins. Co.
Dallas

A. K. NISBETT
Fidelity Union
Life Ins. Co.
Longview



GEORGE B.
BAGBY
United Fidelity
Life Ins. Co.
Dallas

W. T. (TOM)
GWALTNEY
Southland Life
Ins. Co.
Fort Worth



JOHN A.
MUNROE, Jr.
Great Natl. Life
Ins. Co., Dallas

R. W. SCOTT
Republic Natl.
Life Ins. Co.
San Antonio



MISS HAZEL
ROBERTS
Pacific Mutual
Life Ins. Co.
Dallas

T. J.
TOMLINSON
Business Men's
Assurance Co.
Dallas



HERB HOLCOMB
General American
Life Ins. Co.
Dallas

ROY OLMSTED
Dist. Mgr.
Reliance Life Ins.
Co. of Pittsburgh
Fort Worth



STARS that SHINE in the Texas INSURANCE SKY!

Leading Life Underwriters for July



WM. T. BURTON
Aetna Life Ins.
Co., Abilene
W. G. Harris &
Company

JERRY
WERTHEIMER
Indianapolis Life
Ins. Co., Dallas



BERT
ANDERSON
Connecticut
Mutual Life Ins.
Co., Dallas

ANCEL CLOUGH
Great Southern
Life Ins. Co.
Dallas



J. MAX
SPANGLER
Kansas City Life
Ins. Co., Dallas

F. D. SAVAGE
Midland Life Ins.
Co., Dallas



JIMMIE WATERS
State Mutual Life
Assurance Co.,
Dallas

LELAND F.
DYSART
Minnesota Mutual
Life Ins. Co.
Dallas



C. B. PETERSON
John Hancock Mu-
tual Life Ins. Co.
Dallas

AL A.
ROWLAND, Mgr.
The Life Ins. Co.
of Virginia,
N. E. Texas Dept.
Dallas



A Tribute to the Insurance Agent

IN an obscure little country town in a small Southwest Texas county, there lives a quiet, unpretentious insurance agent who is known in that locality as "Our Insurance Man". We will just call him "Bill". Now, Bill has done nothing for the past eighteen years except write insurance and look after his policyholders in that community.

"Well, Mister, that policy looks fine, but you know Bill is my insurance man. He always looks after my insurance matters and those of my family."

"Just a minute, Bill. Uncle Charlie's boy is ready for some insurance now, and he asked that you drop by."

"Aunt Mary wants to know, Bill, if you think she should take an educational policy on her baby."

Now, Bill is eternally on the job and is always in demand. A baby never born but that a little present from Bill is first to arrive. The birthday of a policyholder never passes but that a personal remembrance is received from Bill. He attends the funerals, the graveyard workings and all enterprises where he can lend a helping hand.

Times of pestilence and drought come to his county. He does not leave for greener pastures, but figures that he cannot leave because his people need him. In fact, when Bill calls, everyone knows that his visit is not purely mercenary. They know that his interest is not entirely in realizing a little commission from them.

I think there is not a happier, more useful, nor more loved man in that country. Is it any wonder that his monthly renewal checks amount to over three hundred dollars each month, which, added to his first-year commission earnings, make his monthly income average well over the six-hundred-dollar mark? The only complaint I ever heard Bill make was that his little county furnished more territory than he could look after properly. Some of you fast salesmen step down and try to sell a policy in Bill's territory. The correct address will be furnished to all who may apply. —EDITOR, Acme Life Line.

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New Owner of Ambassador Apartments Plans Improvements

EXTENSIVE remodeling is planned for the Ambassador Apartments, 1312 South Ervay Street, H. B. Dunne, manager, has announced. The apartment hotel, one of the landmarks in Dallas, was virtually rebuilt in 1934, and the new remodeling program is planned to still further establish it as one of the most modern apartment hotels in the Southwest.

The property is now owned outright by Mrs. Dora Roberts of Big Spring, who was a substantial stockholder in the Ambassador Corporation when the hotel was rebuilt four years ago. She acquired the property several months ago.

Mrs. Roberts, who owns extensive ranch and oil properties, also owns the Washington Apartments at Junius and Washington Streets in Dallas; the Park Hill and Barclay Apartments in Fort Worth, and the Roberts Hotel in San Angelo. Mrs. Roberts has long been interested in Dallas, having been one of the founders of Southern Methodist University.

Has 103 Units

The Ambassador Apartments has 103 units, including rooms, suites and apartments. Most of its guests are on a permanent basis, although it has facilities for commercial hotel guests also.

The Ambassador provides complete hotel services. It has garage facilities, with pickup and delivery services. Located on the Ervay street car line, it also has quick taxi service, and is within six to seven minutes walking distance of the central downtown business district.

An air conditioned grill, open for all meals of the day, a beauty salon and other conveniences for Ambassador guests are located in the building. All of the Ambassador units are equipped with kitchenettes and housekeeping facilities. The building is equipped throughout with a fire sprinkler system, and is said to carry one of the lowest insurance rates in Dallas. Every room has a ceiling fan.

Sullivan Park (formerly known as City Park) adjoins the Ambassador property on the south. One of the oldest and most beautiful parks in Dallas, it is famed for its stately trees and shaded walks as well as its recreational facilities.

L. G. Russell, formerly with the Roger



The Ambassador Apartments, Ervay Street at Sullivan Park.

Smith Hotels and the United Hotels Company of America, is associated with Mr. Dunne as auditor for the Ambassador Apartments.

The additional remodeling program is designed to increase the attractiveness of the Ambassador and to make it still more comfortable for its permanent guests. The Ambassador lobby is of striking architectural design, and provides a quiet, homelike atmosphere for the guests. Another attraction is tennis courts in the rear of the building.

"Spaciousness is one of the distinctive features of the Ambassador," Mr. Dunne said. "When it was rebuilt four years ago it was made modern in every respect, save that the high ceilings and large rooms were preserved. Few buildings constructed today are so spacious. The result is that our rooms are unusually large, comfortable and cool."

Ex-Savoy Students Plan Day During State Fair

Ex-students of old Savoy College will hold a reunion at the State Fair of Texas and Saturday, October 15th, has been designated Savoy College Day. Gus W. Thomasson of Dallas, regional WPA field officer and former student at Savoy College, is chairman of arrangements for the reunion.

Savoy College was built in the late seventies and burned in 1890. The school was never rebuilt.

Plans for the State Fair day will be made by Savoy students when many of them meet at the dedication in Savoy of the Halsell gymnasium in August.

Amusements Capital of the Southwest

(Continued from Page 5)

fices bookings are made for theaters in Texas, New Mexico, Arizona, Oklahoma and Arkansas.

Every major producer, including Paramount, Metro, Twentieth Century-Fox, Warner Brothers, First National, Columbia, Universal, RKO Radio Pictures, United Artists, and a score of lesser producers employ hundreds of persons in servicing the thousand theaters in their territory.

During the past seasons such stars as Helen Hayes, Ethel Barrymore, Basil Rathbone, Katherine Cornell, Eddie Cantor, George Jessel, Walter Hampden, Nazimova, Helen Meaken, Judith Anderson and a host of others have appeared in outstanding Broadway hits in Dallas theaters. This new season promises to bring to Dallas and the Southwest many current New York hits that will tour. Already the Interstate offices have arranged a season of stage entertainment that will make it a gala winter season for the folks of Dallas and adjacent territory.

First among the new season bookings is Mae West, famed siren of stage and screen, who with her company will play a two-day engagement at the Majestic Theater.

Dallas proper is the home of thirty-eight theaters, ranging from the larger houses downtown to the more modest suburban theaters.

Dallas' neighborhood theaters outrank those of most cities of its size. Here in Dallas, through the efforts of Mr. Hoblitzelle and his associates, neighborhood and smaller downtown theaters have taken on the elegance of the larger houses. Many a small theater in the Southwest and in other parts of the nation have been patterned after those erected here in Dallas.

Notable as examples of modern architecture and equipment in Dallas' smaller theaters are the Tower, in the downtown section, and the Village in Highland Park.

With the ramification of neighborhood houses, Dallas theatergoers, in almost every locality, are within walking distance of a modern theater where they may see pictures that are or have been shown downtown. Programs are changed daily, semi-weekly, tri-weekly and weekly.

In addition to these theater enterprises, Dallas also boasts of its prowess as home of the Little Theatre, where the best of Dallas' citizen actors and actresses stage regular productions during the winter season. McFarland Auditorium, in the Southern Methodist University center, often is the locale of dance and musical recitals as well as the home of the Dallas Symphony Orchestra.

(Continued on Page 33)
(See Pages 18 and 19)



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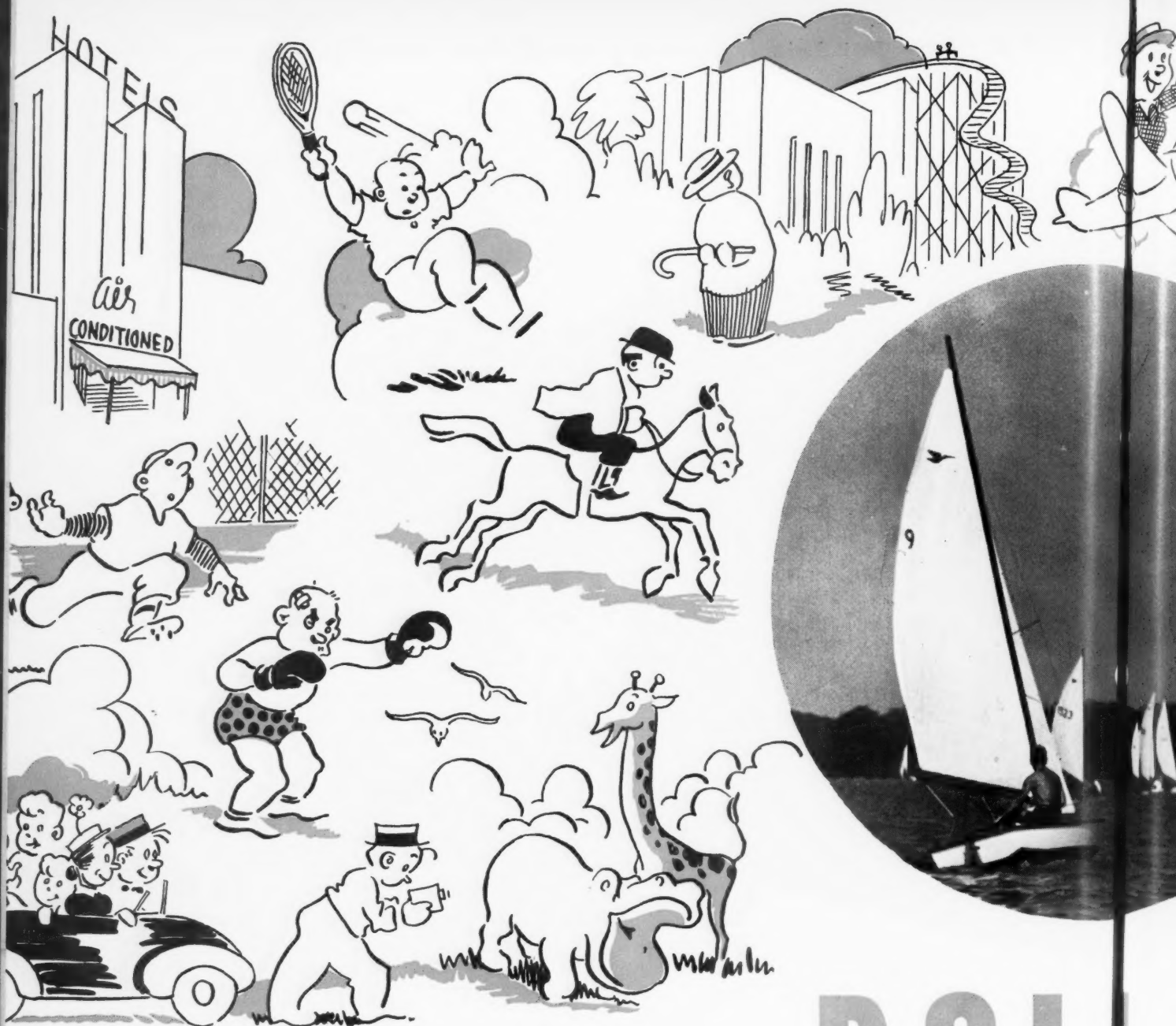
"I WANT TO BE PUT TO WORK"



Some say that money talks. If it could, money at the First National would say, "I want work. I want to be loaned out so that jobs and business activity can be stimulated." Seriously, this bank gladly accepts all loan applications where a reasonable ability to repay is shown. The First National has money to lend and is not only willing but anxious to have it working, as legitimate loans benefit the bank, the borrower, and the community in general.



FIRST NATIONAL BANK
IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

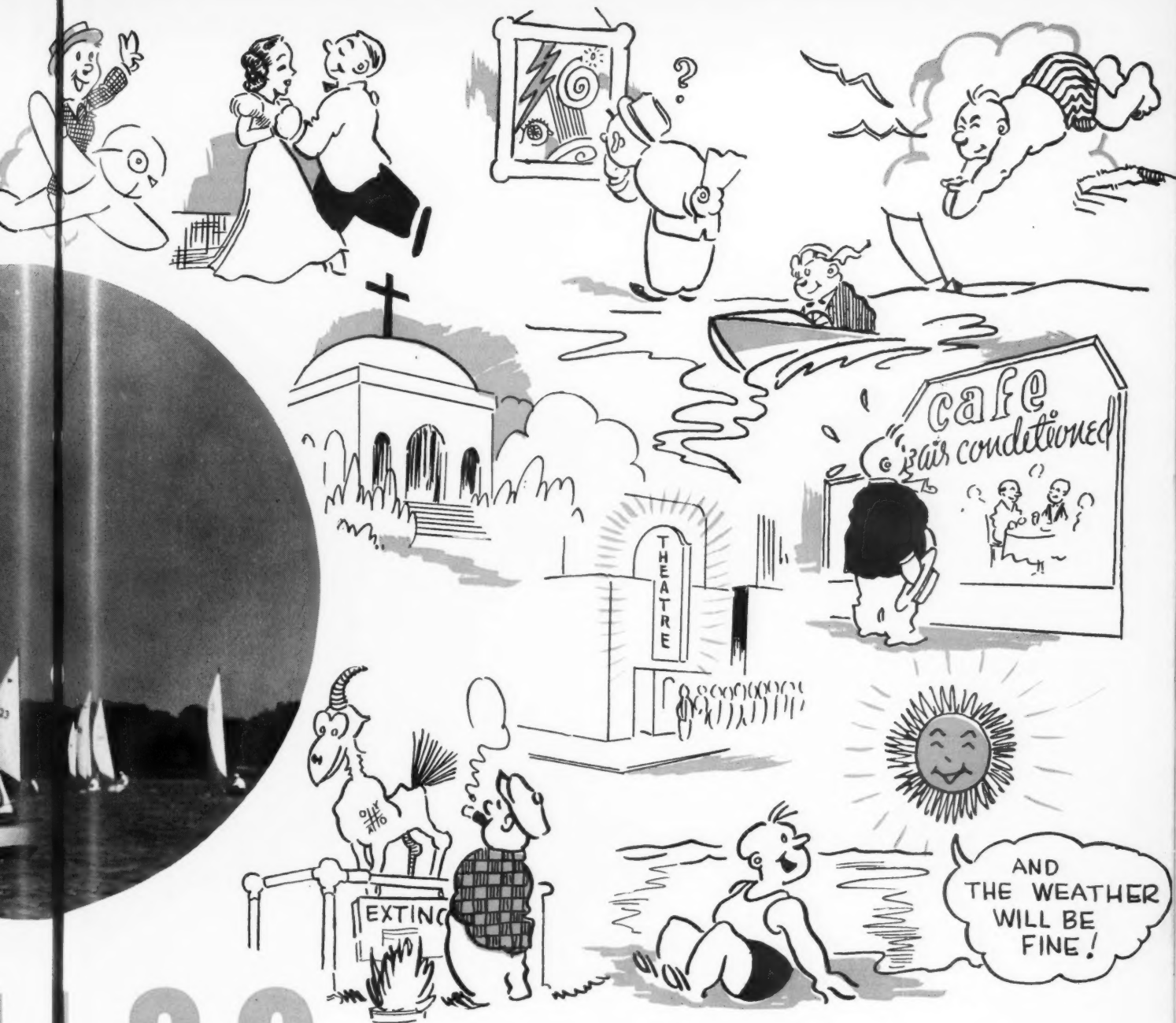


For more than four generations the people of the Southwest have come to Dallas to relax and play. They have found here the facilities for amusement and recreation highly developed and diversified, satisfying the widest possible range in taste.

A \$15,000,000 permanent exposition plant for the State Fair of Texas . . . movie theaters . . . smart night clubs . . . gay and crowded dance floors in the big downtown hotels . . . a year-'round procession of the country's best-known dance orchestras . . . Texas League night baseball . . . automobile races . . . boxing, wrestling, all kinds of outdoor sports . . . colorful football clashes, the Southwest's razzle-dazzle brand of gridiron combat at its best . . . two big stadiums and a third under construction . . . fourteen public and semi-public golf courses . . . five country clubs . . . three big lakes, almost within the city, where every type of aquatic sport is enjoyed . . . White Rock Lake bathing beach and municipal and private swimming pools . . . sophisticated night clubs . . . tennis, badminton, archery, miniature golf . . . the famous Cotton Bowl clash which brings two of the nation's outstanding football teams to Dallas each New Year's.

DALLAS

Playground of the Southwest



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Dallas has a more cosmopolitan outlook and a wider range in amusement tastes than most cities of similar size. It is also the center of many cultural activities which must be considered along with entertainment facilities.

An outstanding Symphony Orchestra . . . a nationally famous Little Theatre, the young and ambitious Civic Theatre . . . the Civic Music Association's season . . . the Town Hall series . . . lyceums, noted lecturers, the Civic Federation calendar, with its unique classes in adult education . . . the Dallas Museum of Fine Arts, with an owned and permanent loan collection of paintings and sculpture valued at more than \$1,500,000 . . . the Dallas Museum of Natural History, with outstanding habitat displays of Southwestern wild animals and birds . . . the Aquarium, with its fascinating show of fish . . . the magnificent State of Texas Building, housing rare historical displays . . . the Amphitheater . . . the Texas Museum of Natural Resources, a permanent advertisement of the state's natural wealth . . . two great universities . . . opera seasons . . . the best road shows . . . numerous cultural organizations. . .

Realtors to Sponsor National Home Show

THE Dallas Real Estate Board's National Home Show, which is to be held at Fair Park during the week of September 5, will offer, according to the committee of realtors handling the event, "a colorful caravan of modern housing on parade".

Having been approved by the Chamber of Commerce and the Dallas Chapter of the American Institute of Architects,

plans for the exhibition which will feature displays and demonstrations of home building materials, appliances, and furnishings, are going forward rapidly.

Among the outstanding features of the Home Show will be the "rooms of tomorrow", which will consist of a group of rooms completely furnished, showing the advantages of modern equipment in decoration and the practicability of quality

furnishings. Entertainment will be provided for by the Board in the form of five outstanding vaudeville and circus acts, which will be presented from the stage during the hours of the show.

The advertising and publicity program for the event will cover a seventy-five mile radius around Dallas, and is expected to aid in bringing the information concerning government financing for building and modernization to persons in suburban sections, as well as those in the metropolitan district. The Federal Housing Administration is coöperating with the Real Estate Board in the presentation and will route from Washington one of its specially built educational exhibit units, which will explain the recently revised National Housing Act and how it applies to the person who wishes to build, buy, or modernize his home.

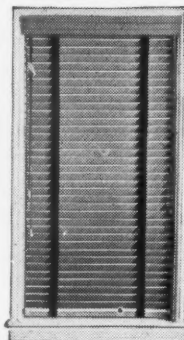
According to members of the Board's Home Show Committee, the National Home Show will aid greatly in stimulating a building and modernization program in Dallas and will bring to the attention of the public the enormous strides that have been made in the production of building equipment and appliances that make the modern home a more convenient place in which to live.

Commercial Failures Decline in June

The number of commercial failures in Texas during June was the same as in June, 1937, the University of Texas Bureau of Business Research has announced. Total liabilities were moderately above those during June last year, but far below those of the preceding month.

Reports from Dun and Bradstreet, Inc., indicate a total of twelve failures during June, the same as the month before, compared with seventeen during June last year, a decline of 29.4 per cent. For the first six months failures totaled 99, compared with 77 during the corresponding period in 1937, an increase of 28.6 per cent.

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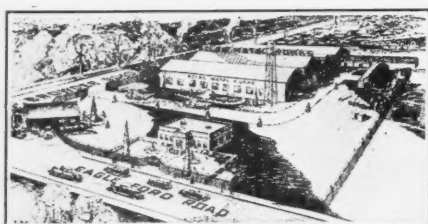
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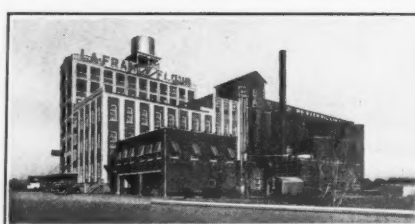
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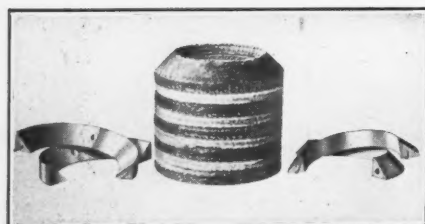
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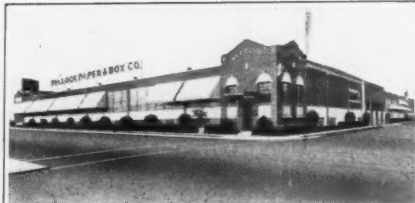
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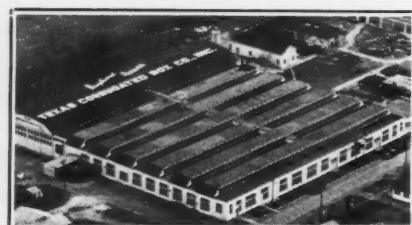
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National Cash Register Co. Shows Big Gain Here

C. B. Jones, Dallas sales agent of the National Cash Register Company, in charge of 29 counties in North Texas, has reported that his company has a 41 per cent increase in business for this district in the first six months of 1938 compared with the first six months of 1937.

Excluding the sale to the Texas Centennial Exposition in 1936, the volume of business for the first half of this year was the greatest in the history of the Dallas sales agency of the company, Mr. Jones said. He said the Dallas sales agency is leading all of the company's other sales agencies in percentage increase in business.

More than half of the sales were for replacement of obsolete equipment.

"The fact that merchants have enough confidence in the future to make these replacements now is a pretty good indication that the business outlook for the immediate future is bright," Mr. Jones said. He added that the percentage of past due accounts for the Dallas agency had also shown a large decline since January 1, emphasizing the fact that collections are good.

State Fair Features Hennies Bros. Shows

Outstanding circus acts, musical comedies, the regular carnival side shows of freaks and oddities and many other features are included in the 55 cars of the Hennies Brothers Shows which will grace the midway of the Golden Jubilee Celebration of the State Fair of Texas.

"Red-Hot and Blue," is an outstanding musical success in which more than fifty people, many of whose names are known on Broadway are included, will be one of the feature attractions as will the Kemp Lion Motordrome. The latter attraction carries with it one of the outstanding animal acts now appearing before the American public.

The Hennies Brothers Shows come to the State Fair of Texas to play its first engagement at the "World's Largest State Fair." It is said to be the best lighted show on the road, and carries its own neon plant. All shows and rides are outlined in the brilliancy which only neon can give a show.

Included in the 55 cars which will come to the State Fair of Texas are 23 shows and 21 rides, all built new in winter quarters before the opening of the 1938 season. The shows spent more than \$100,000 on new rides, new shows, new fronts and new fun devices.

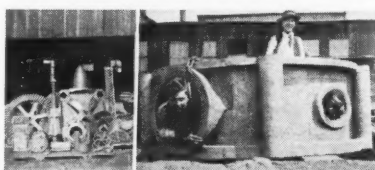
Southwest Business BEGINS SCHOFFELMAYER SERIES

VICTOR SCHOFFELMAYER, agricultural editor of the *Dallas Morning News*, started things when he lectured on Texas' industrial possibilities at the sixth annual Southwestern Chamber of Commerce School in Dallas, July 18-22.

Mr. Schoffelmayer's lecture is published on pages 6 and 7 of this issue of *Southwest Business* under the title, "Texas Has An Aladdin's Lamp." He will follow this general article with a series of monthly articles written for *Southwest Business*,

dealing with specific industrial opportunities and outlining in some detail the steps necessary to secure those industries. He agreed to prepare this series at the request of chamber of commerce executives who were fired with enthusiasm by his talks at the school.

As the result of his discussions at the school, he has also received requests to conduct regional conferences on industrial development.



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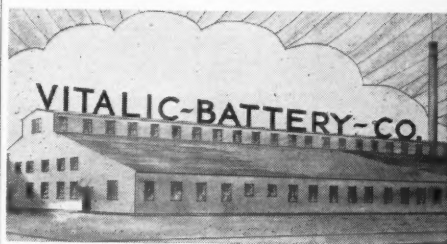
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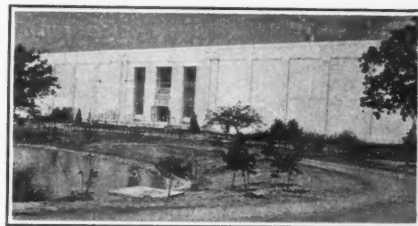
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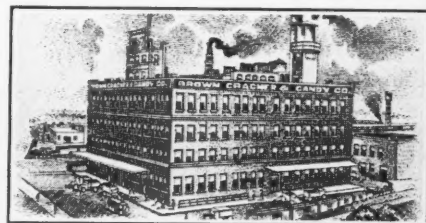


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State Fair of Texas Celebration

FIFTY YEARS AGO the State Fair of Texas was just another of hundreds of county fairs. Dallas was a sprawling village which had the audacity to dream of becoming a metropolis.

Today the State Fair of Texas is the largest annual exposition in America, and the second largest in the world. Endowed with the finest permanent exposition plant in America, it is ready to celebrate its Golden Jubilee next October 8-23.

Dallas and the Southwest have grown with the State Fair of Texas. From a frontier village, Dallas has become a city of 350,000 people. Industry has come to the Southwest, and new markets have been found for the region's constantly expanding production of raw materials.

The State Fair of Texas has been instrumental in the consistent progress and development of the Southwest. It has done as much as any other institution to bring new population, new industries and new capital to the Southwest. It is the veritable show window for the great Southwestern empire.

Dallas and all of the Southwest sincerely welcome the return of the State Fair of Texas after the period in which it yielded to the Texas Centennial and Pan American Expositions. The 1,500,000 people who will attend the Golden Jubilee Celebration will see the greatest State Fair of Texas — a magnificent reflection of the Southwest today.

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Southwest Business in Review

(Continued from Page 10)

normal one year ago and the ten-year average of 81 per cent. The ranges for sheep and goats at the beginning of the month were 83 per cent normal, compared with 79 per cent at the same time last year and 83 per cent for the ten-year average. The condition of cattle was 86 per cent normal, compared with 81 per cent at the same time last year; sheep, 84 per cent normal as compared with 84 per cent a year ago; and goats, 86 per cent normal as compared with 85 per cent a year ago.

The June 30 bank call from federal and state authorities revealed increases in deposits and resources of Dallas banks over the March 7, 1938, call and over the call of the corresponding period of last year. As of June 30, deposits in local banks totaled \$246,035,000, a gain of \$3,415,000 over the March 7 call, and a gain of \$15,530,000 over the corresponding date last year. Resources totaled \$275,404,000, representing an increase of \$2,399,000 the March 7, 1938, call and an increase of over the March 7, 1938, call and an increase of \$16,749,000 over the same date of last year.

Employment in Texas as reported by the Bureau of Business Research was up in June 0.2 per cent from May, but down 8.0 per cent from June of last year. Payrolls were down 2.2 per cent from May and down 5.8 per cent from June of last year. For Dallas, employment was up 0.1 per cent in June over May and down 4.5 per cent from June of last year, while payrolls were down 0.7 per cent from May and down 2.1 per cent from June of last year.

The value of building permits in Dallas in June totaled \$958,000 as compared with \$908,500 in June of last year. The value of building permits for forty Texas cities, as reported by the Bureau of Business Research, in June was 39.6 per cent over May and 42.6 per cent over June of last year. The value of building permits for the first six months of this year was 9.9 per cent over the same period last year.

The Bureau of Business Research reported new automobile registrations in fifteen representative Texas counties in June as declining 4.9 per cent from the preceding month and 45.1 per cent from June of last year.

The Bowen Motor Coaches Company has just added 19 new motor buses to meet traffic demands. This same line added 17 coaches in June. The new coaches will be added to the Dallas-Houston division, the Amarillo-Corpus Christi division, and the San Angelo-Dallas division.

Electric power consumption in Texas continued during June to show favorable comparison with a year ago, according to the Bureau of Business Research. The Texas situation in this respect is in marked

contract with that of the country as a whole, where electric power consumption is substantially below last year. Reports to the Bureau of Business Research from seventeen principal power companies of the state, representing upward of 80 per cent of the electrical energy produced, showed total June production as being 1.8 per cent above a year ago and 5.8 per cent over that of the preceding month. Total consumption during the first six months was 6.4 per cent over that of the same period last year. June commercial consumption was 14 per cent above June of last year and 14.3 per cent over May. June industrial consumption was down 6.1 per cent from a year ago and 3.4 per cent above the preceding month. Residential consumption was 13.2 per cent over June of last year and 5.7 per cent over May. The first half of the year as compared with the first half of last year shows the following: commercial consumption up 12.9 per cent; industrial consumption up 2.6 per cent; residential consumption up 13.5 per cent.

The Texas composite business index as reported by the Bureau of Business Research in June was 92.3 as compared with 93.0 for May and 98.9 for June of last year. Exclusive of government subsidies, the farm cash income index for the Dallas area in June of this year was 145.8 as compared with 130.8 in May and 142.7 in June of last year.

Fair's Ticket Sale Will End September 1

The sale of souvenir tickets to the Golden Jubilee Celebration of the State Fair of Texas will end on September 1, it has been announced here by Otto Herold, and after that date all admissions will be cash and the regular price.

The ticket sale has been conducted in order to raise funds to finance rehabilitation of the grounds and buildings and prepare for the State Fair's huge fiftieth birthday.

The pass list has been definitely suspended by the board of directors, and this fact has stimulated the sale of tickets.

A whirlwind campaign in which all members of both the senior board, and all members of the executive staff will participate will be held during August.

The tickets come in books of three, and has an attractive gold cover which could be kept as a souvenir or memento of the Golden Jubilee celebration. Each book sells for \$1.00, which makes a one-third reduction in the admission price where tickets are purchased. Tickets can be purchased at all Dallas banks and department stores.



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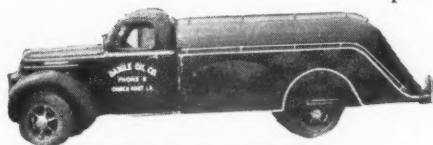
Phone 7-1313

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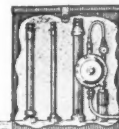
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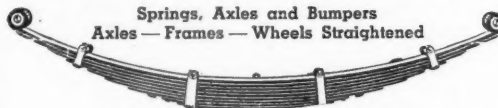
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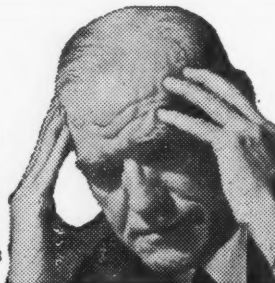
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Warehouse Firms Merge Businesses

The interstate Fireproof Storage and Transfer Company and the Dallas-Trinity Warehouse Company, combined and consolidated their businesses, and will in the future operate under the new name of Interstate-Trinity Warehouse Company. This is not a merger of the corporations, but a merger of the businesses. The capital stock of the Interstate Fireproof Storage and Transfer Company will be doubled, and its corporate name changed to Interstate-Trinity Warehouse Company.

The former business of the Trinity Warehouse Corporation will have the same attention that it has had in the past. W. E. Abernathy of that corporation, together with his entire personnel, will move to the location of the new business at 301 North Market Street. Mr. Abernathy will give particular attention to merchandise warehousing and distribution.

W. I. Ford will remain president of the Interstate Corporation, and R. E. Eagon will remain as vice-president. Mr. Abernathy will be vice-president-secretary of the enlarged corporation, and J. H. Chiles will be treasurer and assistant manager.

The corporation will carry on the business as both corporations have in the past, that is, it will be engaged in merchandise storage and handling of pool cars, the storage of household goods, and local and long distance moving.

"The consolidation of the two businesses is evidence of the fine former relation existing in the industry in Dallas, that keen competitors can find it profitable and personally pleasant to consolidate their businesses, and this fact should prove beneficial to the warehouse industry in Dallas, and throughout the entire Southwest," Mr. Ford said.

"Very naturally, the two companies will be enabled to effect economies in rent and personnel overhead; this should prove, of course, of more profit to the new company than the two companies operating separately. All customers of the two former companies will have, in addition to Mr. Abernathy's attention, the same fine service that the Interstate Fireproof Storage and Transfer Company has always given in the warehouse business."

Charters issued to new corporations in Texas during June were in number substantially above those of the like month last year, and their total capitalization was sharply above that in June 1937, while gains over May were almost as great, the University of Texas Bureau of Business Research has reported.



JIMMY KITTS
...championship coach

EYES of the sports world will turn to the Cotton Bowl again Labor Day night when the Washington Redskins, National professional football champions, meet a squad of Southwestern college stars of last season, in the third annual "dream grid game" of this section.

The Redskins, owned by George Preston Marshall, who directed the sports program for the Pan-American Exposition, will be led on the field by a native Texan, Sammy Baugh of Sweetwater and Texas Christian University, generally called the most expert forward passer in the history of football.

The professional league, represented in the first two games here by the Chicago Bears, still is seeking its first victory over the Southwestern collegians. In 1936, Coaches Matty Bell of Southern Methodist University and Leo (Dutch) Meyer of Texas Christian, took the players rounded up for them by James H. Stewart, athletic director at S. M. U., and whipped the burly Bears, 6 to 0. Last year the same coaches extended their victory string over the Bears when the collegians won, 7 to 6.

This year's team will be coached by Coaches Jimmy Kitts of Rice Institute and Fred (Tommy) Thomsen of the University of Arkansas.

Stewart again was named game director by *The Dallas Morning News*, originator and promoter of the game, and by the Dallas Salesmanship Club, which will handle all detail work of this year's renewal of the classic. Net proceeds of the game will go to the Salesmanship Club's camp for underprivileged children near Bachman Lake.

The S. M. U. athletic director has rounded up the outstanding senior stars of last season's campus gridiron campaigns in

The Grid Fans' "Dream Game"

this section. Such players as All-American Joe Routh of Texas A. & M., and his fellow-guard, Virgil Jones; Herschel Ramsey and Lewis Jones of Texas Tech; Odis Crowell and Ed Cherry of Hardin-Simmons; Jack Robbins, Dwight Sloan, Jim Benton and Ray Hamilton of Arkansas; Hugh Wolfe of the University of Texas; Capt. Mason Mayne and Glynn Rogers of Texas Christian, and others have been invited to appear in the charity contest.

The game, which annually opens the football season in the Southwest, has been endorsed by college coaches and fans of this section, and officially approved by President Joe Carr of the National Professional Football League.

Because Owner Marshall of the Redskins and Sammy Baugh will be appearing before "home folks", the Washington pros are expected to make extra-strenuous effort to win this year's game. But the collegians want to uphold their all-victorious reputation in the Dallas classic, too, and sports writers unanimously predict a thrilling battle under the lights of the huge Cotton Bowl stadium.

Fans who plan to attend the game are



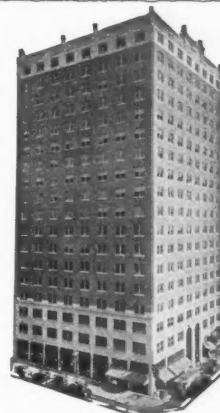
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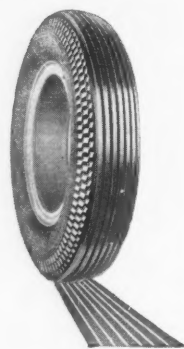
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happy that the contest will be played at night, so that they may escape the torrid September sun. They know that regardless of where their seats are located in the stadium that there will be no sun in their eyes.

Tickets On Sale

Tickets are on sale at the Downtown Ticket Agency at the Baker Hotel drug store. Reserved seats are priced at \$2.20, with the box seats, of which there are comparatively few in the Cotton Bowl, selling at \$3.30. Out of town orders are being received at the Downtown Ticket Agency and also by Stewart at S. M. U. Out-of-town patrons have been asked to enclose 25 cents with their ticket orders to pay for mailing of the pasteboards.

Between 30,000 and 50,000 persons are expected to attend the game, which will pit Baugh, the highest paid football player in pro history, and mates against the pick of the college crop.

Many in the crowd will be high school players, who use the dream game as a "laboratory". They come with their coaches to see how the all-stars and the pros play the game, thus picking up many pointers that will aid their own Interscholastic League campaigns. To high school grid squads, a special admission price of \$1.10 has been made. Tickets bought at this price and for that purpose must be bought in blocks and the orders must be mailed to Stewart and signed by the coach or some other official of the school.

All of the famous coaches and officials in this section will attend the game. Some of the greatest stars of the professional gridiron will be there. The cream of the crop of last year's college grid wars will be there. So will the high school players and thousands of fans.

Griffin Grocery Co. Buys Dallas Building

The Griffin Grocery Company of Muskogee, Oklahoma, has purchased the three-story and basement brick warehouse at 3201 Worth Street, formerly occupied by the Dallas Trinity Warehouse Company, and will establish a wholesale grocery branch house in Dallas.

Charles T. Paul of J. W. Lindsley & Company, realtors, reported the purchase price was \$70,000. The Trinity Grocery Company was owner of the property. The building has 50,000 square feet of floor space.

T. J. Griffin is president of the Griffin Grocery Company, which manufactures and sells food products and operates coffee roasters. The firm will remodel its Dallas building and install a large wholesale stock of groceries.

Castle of Foods

(Continued from Page 8)

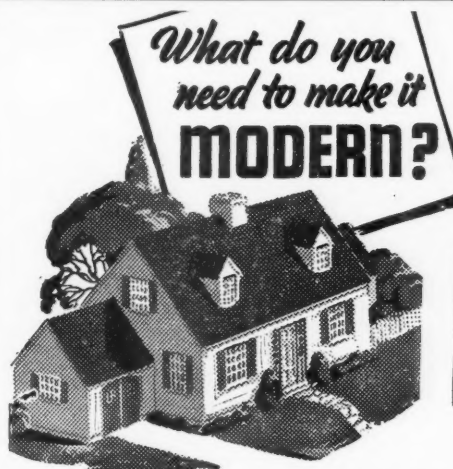
presentation from the outside or divide interest and effect. The Food Industries Association is fully aware, therefore, of this unique chance to show the wonder, educational value and economic importance of the whole subject of food for the Southwest's millions.

The Food Industries Committee will use the Esplanade wings of the former Varied Industries building as its field of operation. It is considered one of the best-located buildings in the exposition grounds. Lying on the right side of the Esplanade, its full length will be traversed by practically all Fair visitors before anything else of importance is reached. The Castle of Foods, then, will be not only a major attraction, but the very first impression most of the visitors will receive.

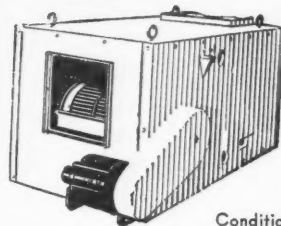
The show will be designed by George Dahl, noted fair and exposition architect, who has gained wide recognition for the beauty and color and modern character of his creations. The building will be presented as one huge show, with space kept open and airy, instead of being cut into smaller individual units. The small exhibitor will have the same opportunity to present his products as the larger ones, as exhibits will be arranged to exploit the foods industry as a whole above the individual interests. Separate interests will be well defined, however, but harmoniously blended with the complete picture. Mr. Dahl returned recently from California and other points west, where he received many new and striking ideas for incorporation into his own original plan.

Education will be the keynote of the Golden Jubilee Fair celebration and the Food Industries Committee will emphasize this motif more definitely, perhaps, than any other one Fair feature. Last week Mr. Moore and Mr. Lentz conferred in Austin with L. A. Woods, state superintendent of schools, on arrangements whereby an estimated total of 160,000 Texas school children will be brought to the Fair especially to see the Castle of Foods and benefit by the programs of education and entertainment to be presented there. Not only will the children come to the Fair to view the food exhibits, but will themselves take part in the programs from time to time.

Within the Castle there will be an auditorium, or theater, where many interesting educational programs will be presented. Consisting of lectures, demonstrations and dramatic presentations, accompanied by gay popular music, these events will stress the health values and economic importance of foods. In many instances the exhibits shown will be representative of the leading food industries of Texas. Programs will trace foods from original sources, through processing and prepara-



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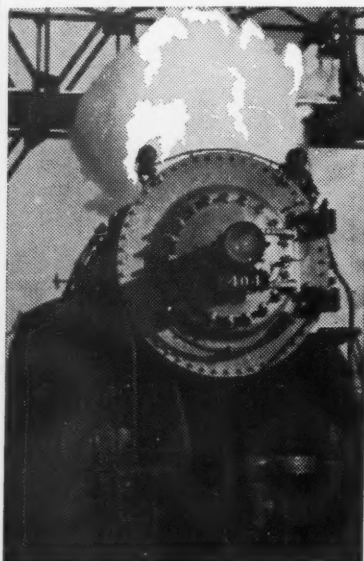
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tion, to the point where it is placed on
the table ready to eat.

Plans of the Castle of Foods now in-
clude a design for a large modern restau-
rant, where school children and patrons
may enjoy the best foods produced and
sold in Texas at moderate prices.

In the operation of the building, the
retail grocer will come into his own with
modern displays and examples of effective
selling methods for large daily and hourly
audiences. The latest methods of sales-
manship and showmanship in the retail
trade will contribute to the visual educa-
tional values of the project.

The retail man will not be alone, how-
ever. He will be backed by the whole-
saler, the producer, the processor, and the
manufacturer, not to mention innumera-
ble other allied interests involved in the
business of putting breakfast, lunch and
dinner on the tables of the vast popula-
tion of the Southwest.

The food industry of Texas, involving
in its multiple ramifications thousands of
different activities and endeavors, out-
ranks every other industry in the state in
point of money expended for its operation
and paid for its products, number of peo-
ple employed, and interest to consumers.

Huge quantities of food are produced
in the state, to be consumed raw or in an
unprocessed state, such as fruits and vege-
tables, or after complicated processing.
Tons of food are manufactured, refined,
processed, packed, and prepared for world
as well as local consumption in the Lone
Star state.

More than six million people eat food
daily in Texas. They expend, through ev-
ery source of food production, manufac-
ture and sale, more than a billion dollars
annually. There are thousands of food
stores, markets of various kinds and gen-
eral stores selling food in Texas. There
are thousands and thousands of restau-
rants, hotels, confectioneries, ice cream
and milk dispensaries and refreshment
stands selling foods to millions daily.
There are thousands of drug stores with
lunch facilities. Multiple thousands of
people hold jobs in Texas because of the
food industries and draw regular weekly
and monthly salaries. Properties owned
because of the industries runs into hun-
dreds of millions. No other one economic
element in the state approaches food inter-
ests in value and importance to the eco-
nomic structure.

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Members of the Food Industries Committee have tackled a big job. They are determined to bring home to the consumers of the Southwest the money value, the interesting variety, the human and artistic elements, the important human service, and the distinctive and picturesque character of the food industry as a whole, during the Golden Jubilee Fair celebration.

The statewide executive committee consists of the following members:

Eugene Alexander, vice-president and sales manager, Brown Cracker & Candy Co., Dallas; W. B. Addison, president, Texas Retail Grocers Association, Houston; Geo. Boedeker, President, Boedeker Manufacturing Co., Dallas; Huber Boedeker, H. Boedeker & Sons, Dallas; L. J. Bland, secretary-treasurer, Duncan Coffee Co., Houston; Joe Brown, vice-president, Stanard-Tilton Milling Co., Dallas; P. M. Brinker, director, National Retail Grocers Association, Dallas; Fielding P. Breeden, Cuero; John Collier, president, Fort Worth Poultry and Egg Co., Fort Worth; R. H. Crocker, vice-president, A. & P. Tea Co., Dallas; Herman Cohrs, secretary, Stewards Association, Houston; W. M. Clark, Clark & Johnson, Dallas; Ellis Dentler, vice-president, Dentler Maid Products Co., Dallas; W. S. Dorset, vice-president, Interstate Cotton Oil Co., Sherman; J. A. Flemister, president, Hunt Grocery Co., Dallas; W. F. Gohlke, general manager, Austex Chili Co., Austin; Jake Golman, president, Oak Cliff Baking Co., Dallas; Alex Geisenberger, president, Dal-Tex Coffee Co., Dallas; V. A. Harrison, president, State Restaurant Association of Texas, San Antonio; Ben E. Keith, president, Ben E. Keith Co., Fort Worth; I. H. Kempner, Jr., treasurer, Imperial Sugar Co., Sugar Land; Fred Kadane, president, Kadane-Brown Co., Dallas; T. A. Lambert, general manager, Gebhart Chili Co., San Antonio; Arch Lewis, owner, "M" System, San Angelo; Sim T. Lake, secretary-treasurer, Pig Stands Co., Inc., Dallas; Rex V. Lentz, publisher, *Restaurateur and Caterer Magazine*, Dallas; John C. Massenburg, sales manager, Dr. Pepper Bottling Co., Dallas; Gene McCart, president, Furr Food Stores, Amarillo; Granville W. Moore, trades counselor, Dallas; Virgil Pratt, Meinrath Brokerage Co., Dallas; Elmer J. Park, district manager, Standard Brands Co., Inc., Dallas; Geo. F. Rozelle, vice-president, Waples-Platter Co., Dallas; G. S. Robison, district sales manager, General Foods Sales Co., Inc., Dallas; O. E. Radford, president, J. M. Radford Grocery Co., Abilene; Ted Robinson, president, Borden Co. of Texas, Dallas; F. H. Roberts, president, Gulf Brewing Co., Houston; Campbell Sewell, president, Gordon Sewell Wholesale Grocery Co., Houston; Geo. Schepps, president, Schepps Brewing Corporation, Dallas; Al J. Staples, assistant to president,

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Urge Attendance For Managers on C. of C. Fair Day

Urging a large attendance at Chamber of Commerce Day at the Golden Jubilee Celebration of the State Fair on Saturday, October 15th, Pete Smith, manager of the Plainview Chamber of Commerce, has named his arrangements committee as a committee on attendance and asked each one to take his own particular section of the state as a district to see that a big turn-out was had.

The arrangements committee consists of Wilburn Page, Wichita Falls; and Sidney Kring, Harlingen.

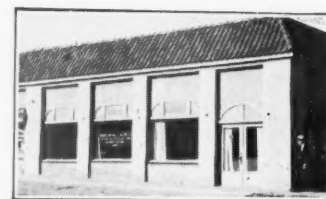
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**Farm Cash Income Gains
in June**

Farm cash income in Texas during June, as computed by the Bureau of Business Research, excluding government subsidies, was \$28,862,000, compared with \$26,060,000 during June last year. During the first six months of the year aggregate income for the state as a whole was \$128,328,000, compared with \$146,564,000 during the corresponding period last year, a decline of 12 per cent.

The computed figures are estimated to be about 91 per cent of the actual farm cash income, so that by adding 10 per cent to the foregoing, a close approximation to the actual farm cash income is obtained.



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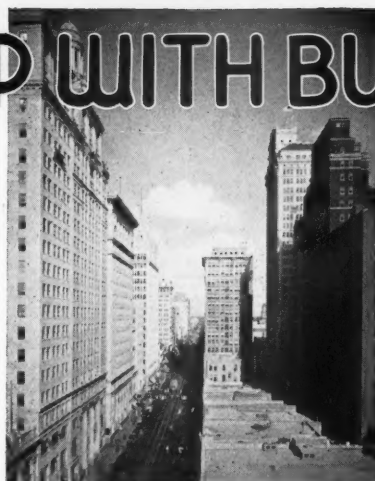
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Amusements Capital

(Continued from Page 16)

Fair Park, with its Cotton Bowl, is the scene of gridiron amusement for the entire Southwest. Here are staged intercollegiate battles of renown as well as the annual Cotton Bowl game of New Year's Day, when two of the nation's paramount elevens clash in historic battle. S. M. U. Stadium also is the scene of many football battles that bring thousands of visitors to Dallas during the autumn season.

Today Interstate is completing another neighborhood house—the Lakewood—that will soon open in the Lakewood Country Club section off Gaston Avenue on Abrams Road. This showhouse will embody all the latest and most modern equipment.

Dallas is indeed the amusements center of the Southwest and, through the efforts of those connected with the profession of keeping folks entertained, will keep its place and advance along with the territory it serves.

Construction Gains

Dallas construction contracts during the first half of 1938, exceeding the total for the corresponding period of 1937 by more than \$1,000,000, are a good index to the city's sound prosperity.

F. F. Kueny, Dallas manager of the Dodge reports division of the F. W. Dodge Corporation, reported that construction contracts awarded in Dallas, January through June, totaled \$9,150,000, compared with \$8,135,000 for the corresponding period of last year.

Privately financed building during the first half of the year totaled \$8,599,000, and construction to be financed by public funds totaled \$561,000. Non-residential building during the period totaled \$3,635,000.

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Texas Has An Aladdin's Lamp

(Continued from Page 7)

Corpus Christi, using salt brine of the Gulf Coast and other materials to make soda ash and other chemicals. The proposed \$7,000,000 Southland Paper Mill plant at Lufkin in East Texas is another project to make newsprint and kraft paper from Texas pines.

Many chemurgic industries can be built in Texas using such raw materials as sweet potatoes, grain sorghums, corn, sugar cane, pine and hardwood trees, clay, limestone, gypsum, potash, alkali, salt, sulphur, petroleum, asphalt and acetylene.

In the light of the research chemist and physicist and of the wide-awake industrialist seeking new cheap raw materials and markets for new products, the industrial development of Texas should steadily increase in accordance with market demand. Texas should play one of the leading roles in this new industrial drama because of its unchallenged possibilities to



Farmer-owned and Federally managed Sweet Potato Starch Plant at Laurel, Mississippi, which produces between 600,000 and 1,000,000 pounds of high-grade white starch from a newly developed white sweet potato. Yields of 200 to 300 bushels per acre are reported

produce the raw materials heretofore enumerated.

Because Texas possesses abundant and sufficient rainfall over most of its territory and because of the newer technique of water conservation and utilization which will increase the stability of High Plains' farming to greater proportions, and because of the great interest in soil conservation and restoration now manifested by farmers and landowners which must result in enhanced fertility of the

land, there is every reason that Texas will be in position not only to attract new chemurgic and related industries but to supply them in perpetuity with the raw materials they require.

A Texas, Southwestern and Mid-western market embracing a population of some 25,000,000 can well absorb a large volume of such new goods as will come into existence from a closer union between agriculture and industry through science and research.

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Ewing, S. L., Company	33				
First National Bank	17				

Any Printer Can Produce CHEAP Work . . .

(If he will sacrifice quality)

Any GOOD Printer Can Produce Quality Work

(If he will spend enough money)

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Our objective
for 38 years
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produce
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TO all who have printing to buy, we offer our ability to produce it, unimpeachable in quality, and at moderate cost . . . to take undivided responsibility for its production, if you wish . . . to relieve you of worry or uncertainty as to its ultimate goodness . . . to deliver it to you, anywhere, promptly on the hour promised.

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CHEVROLET

"The Six Supreme"

LEADS THE FIELD IN SALES

BECAUSE IT LEADS IN VALUE



In a year of greater motor car values . . . a year when people are demanding the most for their money in everything they buy . . . people are giving Chevrolet clear-cut leadership over all other low-priced cars and trucks, and, in fact, over the entire automobile industry.

VALUE is always the victor, and, again in 1938, value is enabling Chevrolet—*The Six Supreme*—to win nation-wide supremacy in automobile sales!

The latest official new car registration figures, compiled by R. L. Polk & Company, show that Chevrolet is leading all other makes of cars, regardless of type, size or price, by tens of thousands of deliveries.

For this we have to thank our millions of Chevrolet friends who have been quick to recognize the outstanding quality and outstanding dollar-value of this smarter, newer, more modern low-priced car.

These men and women have checked all makes of cars and all phases of car value—including style, performance, comfort, safety—and they are declaring in favor of the new 1938 Chevrolet by a decisive majority.

May we take this opportunity to thank Chevrolet owners and prospective owners most sincerely for their friendship, and may we make the following suggestion to you:

Buy where the majority of people are buying. . . . Visit your nearest Chevrolet dealer and invest in this most popular of all motor cars. . . . Choose a new 1938 Chevrolet—*The Six Supreme*!

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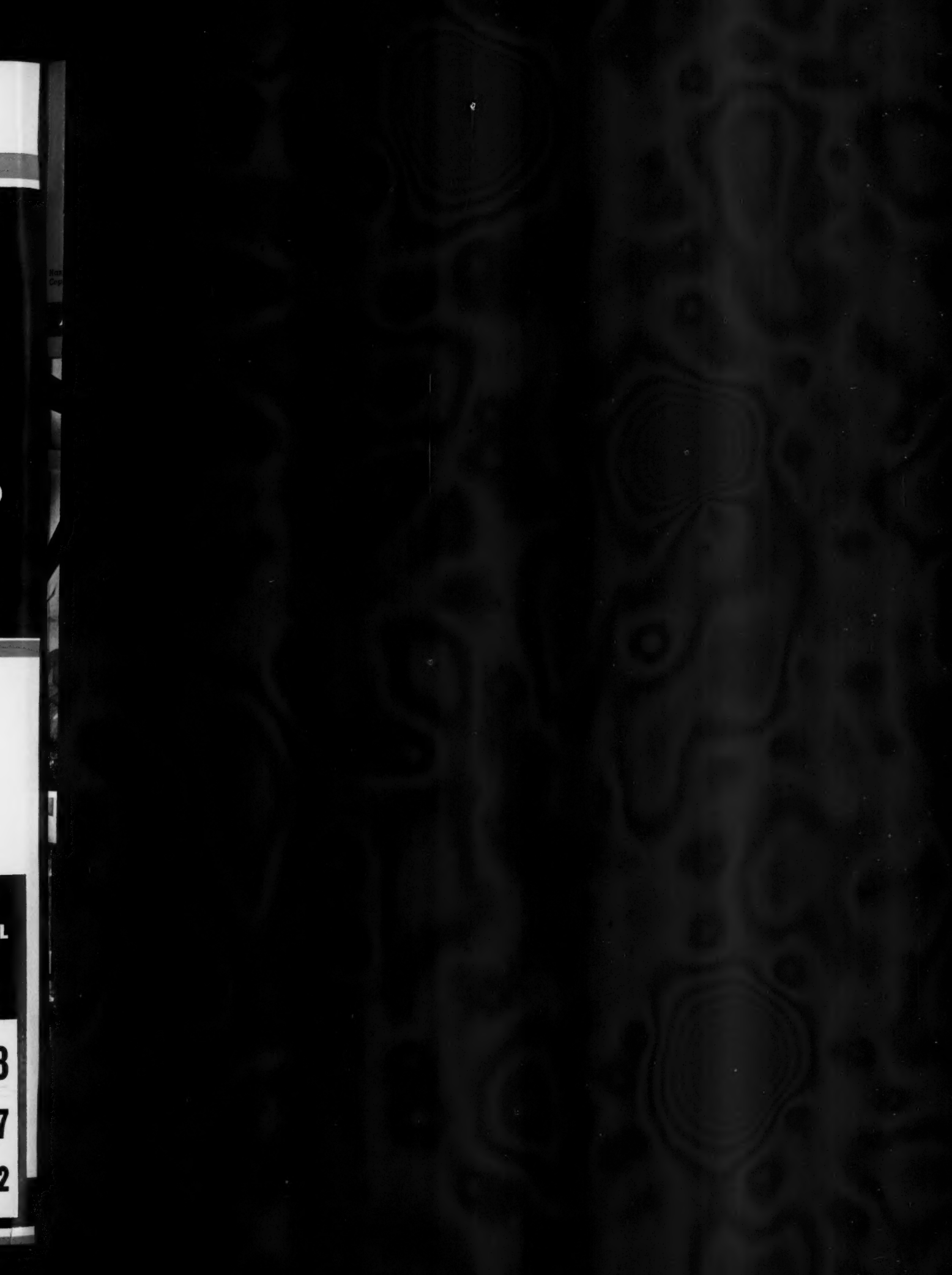
**R. L. POLK & COMPANY OFFICIAL
REGISTRATION FIGURES
FOR 1938**

CHEVROLET.. 304,858

NEXT MAKE.. 259,397

NEXT MAKE . . . 141,022

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